



Paula Yudelevit

Marketing Consultant and owner of MarketWorks LLC

Paula Yudelevit loves being creative and helping to solve problems. Over the years, she has developed many skills working in retail, the arts, resorts and banking. As the owner of MarketWorks LLC, a consulting firm providing fully integrated marketing and communications plans to effectively build brand awareness and increase sales and profitability, Paula brings a wealth of knowledge to her clients.

MarketWorks helps small businesses find their look, tone & feel. “It’s about building the brand and sticking with it, Paula says. “It’s about creating a marketing plan that is consistent with their business personality, and helping the company become competitive and successful in their marketplace.”

A marketing professional with a successful track record, Paula has over 24 years experience in the development and execution of marketing, advertising, promotions, and public relations programs, as well as, providing tactical market solutions to consumer product and services promotions in support of the overall strategic plan. Her client list includes restaurants, real estate, amusements, health and retail establishments. Her career in brand marketing and communications has included management positions at Wisp Resort, Bank of America, The Kennedy Center, The Taubman Company, and The North Carolina Blumenthal Center for the Performing Arts, as well as AAD-INC and Mountain Discoveries. Paula is co-chair of the Deep Creek Lake Art & Wine Festival, and has served on various committees including chairperson of the Chamber’s Marketing Roundtable, GLAF, United Way and other non-profit organizations.

As part of her overall marketing philosophy, Paula believes that improving business relationships by appreciating customers and clients is key to building a brand. Paula lives in McHenry, Maryland with her partner, Steve, their dogs and cats. In addition to cooking, she enjoys water skiing, gardening, and snow shoeing.

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Add crushed tomatoes and chicken stock. Cook for 5 minutes; add Tabasco, salt & black pepper. Stir in shrimp and cook until the shrimp turn pink.

Spoon some reserved grits in individual shallow bowls and top with shrimp and gravy mixture. Garnish with chopped scallions.

Paula Shares a Favorite Recipe

Shrimp & Grits

The creaminess of the cheddar grits mellows the spicy taste of the shrimp and gravy. Add a Chardonnay or Pinot Grigio and enjoy! Serves 8.

Grits

- 4 cups chicken stock
- 1 cup stone ground grits (some call it Polenta)
- 1/2 cup milk
- 1 cup grated sharp cheddar cheese
- Salt & white pepper

Shrimp

- 2 lbs. large shrimp, peeled & deveined
- 1 large onion, diced small
- 1 green pepper, diced small
- 1 stalk celery, diced small
- 1 garlic clove, chopped fine
- 2 TBSP olive oil
- 2 TBSP flour
- 1 large can crushed tomatoes
- 1/2 cup chicken stock
- 1/2 tsp Tabasco sauce
- 2 tsp salt
- 2 tsp ground black pepper
- 1 bunch scallions, chopped

Grits — Place chicken stock in a saucepan and lightly season with salt and white pepper. Bring to a boil. Whisk in grits and cook for 20 minutes over low heat, stirring often. Add milk and cheese; stir to incorporate. Season to taste and reserve.

Shrimp — Place a large skillet on stove and heat to medium high. Once the pan is hot, add olive oil. Then add the onions, pepper, celery & garlic. Cook for 2 minutes to soften the vegetables; turn heat to medium and sauté for 5 minutes. Add flour and stir into vegetables; cook for 1 minute.

